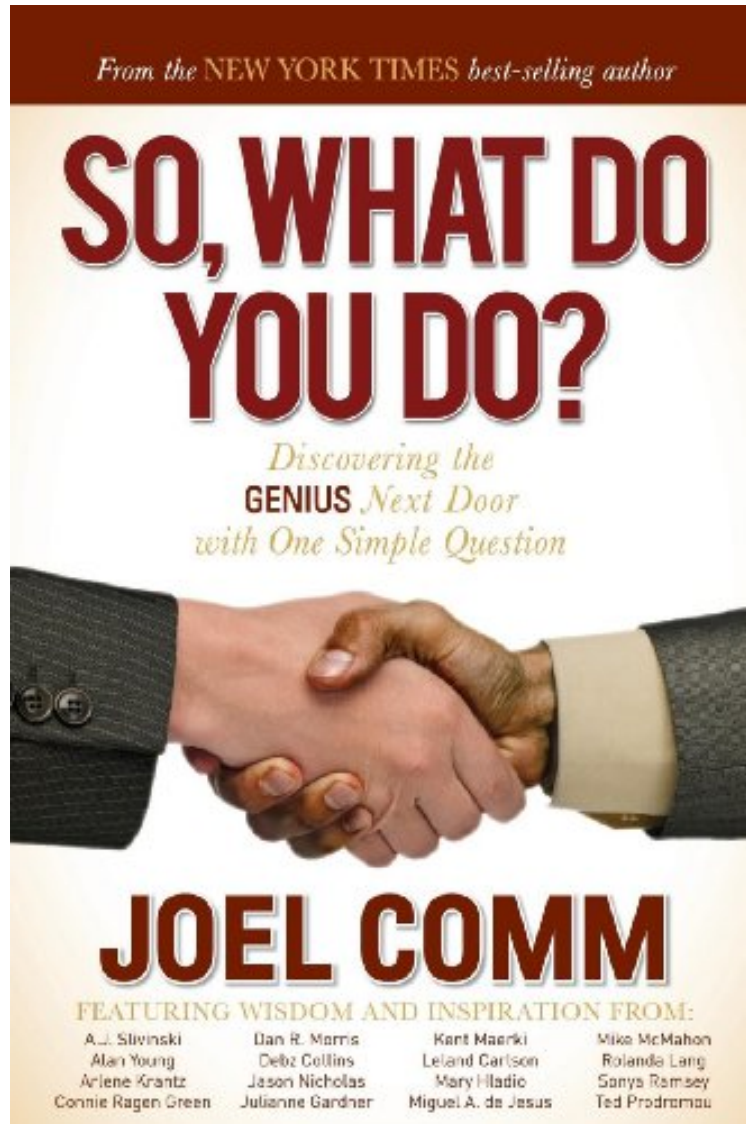


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So What Do YOU Do: Discovering the Genius Next Door with One Simple Question

Joel Comm

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So What Do You Do? is appealing because it relates to regular people. The goal of So What Do You Do? is to draw out stories from those who don't think they have a story to tell. It's like Chicken Soup for the Soul, but not only with the goal to inspire but the hope to create action.

From the Author I've been doing business online since the beginning of the world wide web. But whether helping people learn how to make money with their website, leverage the power of social media or develop mobile applications, it seems my core message has remained the same. I seek to inspire people to follow their passion through their daily activity. That's why this book felt like the next logical step for me. The question was, how do I help bring attention to people who may not have the channels that I have access to? So, What Do You Do is the perfect intersection of the message that I have been sharing for years and the opportunity to present the brilliance within others to a mass audience. It's truly my hope that this book will cause all of us to listen carefully and pay attention to the value others around us are bringing to the world. From the Back Cover Everyone walking the face of the earth is created with a unique set of passions, talents, skills, abilities, personality and presence that makes them completely unique. When you authentically pursue who you are created to be, you bring a unique value and flavor to your circle of family and friends, your community and your world. You see, it's not just the "gurus" who have something important to say. What you have to say is just as important!